

Abstract

A method and system are described for selecting and printing a coupon based on an expected value of the coupon to a retailer. A processor determines the expected value of a coupon based on a comparison between items in a transaction and a predictor set of items in a correlation data structure. The  
5 expected value is assigned to the coupon when the predictor set is contained in the transaction. Coupons are ranked, selected and printed to a transaction record based on the expected value.

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